



Sweet Pea Little Sweetheart

FLOWER NOVELTIES

Illustrated here are some Novelties from Macdonald's 1954 Flower Seed catalog. All will be available from fresh new crop seed after harvest.

Sweet Pea Little Sweetheart is already an outstanding retail attraction. People like its dwarf compact habit—never before have Sweet Peas been used for borders or bedding. From our garden of Zinnias—we have chosen perfect specimens of Giant Cactus Flowered Hybrids, Peppermint Stick, and California Giant Zinnias. Also Multiflora Sweet Peas—can you imagine a single stem 14 inches long with 8 or more florets? We grow 10 colors and a mixture in the new Multiflora type.

Please consult our 1954 Wholesale Catalog for prices and descriptions on these and other Novelties. We offer a complete selection of Flower Seeds. Color electros are available at cost.

Multiflora Sweet Peas



From a garden of Zinnias

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Novelties for Your Best Trade

On the reverse side is a full description of Sweet Pea Little Sweetheart—together with several other interesting novelties which will be featured headliners in many seedmen's next catalogs. We can supply selected seed on all items from 1954 harvest.

Please write for photos on any Novelties you want to illustrate. Color electros are available for pictures on this page at \$35.00 per set.

WILLIAM MACDONALD SEED CO.
Flower Seed Growers
SANTA MARIA • CALIFORNIA



SWEET PEA "Little Sweetheart"

Maccdonald

"Little Sweetheart" is an entirely new class of Spencer Sweet Pea. Plants grow upright and form a perfectly rounded bush about 8 inches high. These compact little plants do not require any support and are hierarchically covered with large Spencer type flowers. It is a sparkling mixture with a full color range, from white and cream, thru salmon, rose, scarlet and crimson, to mauve, lavender, blue and maroon—with many bi-colors. "Little Sweetheart" comes into bloom early and will continue flowering over a long period. It has been especially developed for the home gardener, who can now use this Sweet Pea novelly for borders, bedding or pot plant culture. Never before has a Sweet Pea been adaptable to so many new uses.

You should plan now to feature "Little Sweetheart" Sweet Pea in 1955. As a convenience to customers, beautiful full color packets are obtainable from the Schmidt Lithograph Co. in San Francisco. For catalog illustration, we will have a four color plate 3 x 3 3/8 inches showing a rose colored plant in full bloom. Electros are available at cost. Black and white photos will be supplied free.

Per Oz. 3.00

MARIGOLD AFRICAN KON TIKI (Incured Type)

Maccdonald

"Kon Tiki"—The Sun God of the Incas—seems to perfectly describe this new pure yellow Marigold from our extensive trial ground plantings.

It is an early flowering dwarf African variety. Flowers will average 3 inches and are of the new double Gaillardia form. "Kon Tiki" will bloom as early as the French types, grows about 18 inches tall, with flower heads standing above the foliage and each plant making very even growth.

This double Gaillardia form of flower is not as tightly incured as regular Chrysanthemum types. It has a softer appearance and yet is an ideal cut flower variety. With Aurora, our deep golden yellow, we believe they lead the trend towards earlier flowering and smaller plants in the African Marigold family.

Per Oz. 1.50

Per Lb. 15.00

ZINNIA GIANT CACTUS FLOWERED "Burpee Hybrids"

These are immense flowered, yet informal and delicate in appearance. Our mixture has a gorgeous range of colors, from pastels to bright scarlet. Flowers average from 5 to 6 inches in size and are carried on husky stems for cutting. Their informal petal formation is extremely attractive, some flowers being ruffled, others curled and quilled. Plants are strong growing, free blooming, and ideal for garden decoration. (See color plate.)

Per Oz. 1.00

Per Lb. 8.00

"Blaze"

Brilliant flame-orange color. Same informal flower type and habit as Burpee Hybrids. All-America Selection for 1954. This is a really outstanding Zinnia.

Per Oz. 2.50

Per Lb. 25.00

TETRAPLOID SNAPDRAGONS (Tetra Type)

These are the finest Antirrhinum available for either cutting or bedding. Their tetraploid blood strains produce long tapering spikes with evenly spaced immense ruffled florets. These are all outstanding exhibition type Snapdragons.

"Candlelight"—Very fine bright yellow. Large florets are well spaced on long tapering spikes. Beautiful for cutting.

"Crimson"—A sparkling deep velvet crimson. Foliage is thick and dark green. Plants are strong, producing 2 foot spikes of closely spaced flowers.

"Pink Shades"—Light to deep rose pink. Freely branching with one immense spike per plant, up to 30 inches tall and having a 16 inch span of ruffled florets.

"Sunset Hybrids"—These have a most attractive color range of primrose thru terra cotta, to deep amber pinks—both bi-colors and solids. Base branching habit with 8 to 10 stems per plant averaging 22 inches tall. Individually large florets closely spaced cover 9 inches on a spike.

"Talisman Hybrids"—A gorgeous blend of gold, scarlet, yellow and orange. Base branching habit. Large ruffled florets cover half of a 2 foot spike.

"White"—A pure paper white. Base branching and similar distinctive flowering habits as Sunset Hybrids.

Per Oz. 5.00

Per Lb. 50.00

"Tetra Mixed"—A fine evenly balanced mixture containing many unusual colors and combinations.

Per Oz. 3.50

Per Lb. 35.00

VERBENA ELFIN TYPES (Dwarf Compact)

Maccdonald

The introduction of "Pixie" in 1950 heralded a new class of dwarf compact Verbenas. Growth is upright

and a uniform 9 inches. Trusses of florets measure over 2 inches across and 15 to 20 stems comprise a single plant. Individual florets average over 3/4 inch. These attractive little plants are always a mass of flowers and never present a ragged appearance. In the various colors, one or more makes an ideal edging for any flower bed. Or if planted solid, a sparkling mass effect can easily be achieved.

Pixie—bright scarlet with cream eye
Sprite—colorful blend of pink and rose shades
Imp—bright rose with large white eye

Price each above

Per Oz. 3.00

Per Lb. 30.00

Fairyland Mixture—a complete range of colors from our Trial Ground.

Per Oz. 3.00

Per Lb. 30.00

CELOSIA PAMPAS PLUME

An improved giant flowered mixture in the Plumosa type. Large feathery spikes are carried on good stems and range in color from deep crimson and scarlet, thru copper, gold and bronze. It is a fast growing strain ideal for cut flowers.

Per Oz. 1.50

Per Lb. 15.00

SWEET PEA EARLY MULTIFLORA "El Capitan"

Maccdonald

Direct from our trial ground, here is a vivid crimine spinal red, and a true multi-colored variety. Six and more florets are closely spaced on long pencil stems. "El Capitan" should ideally suit both home gardener and florist. It is a fine addition to the new Multiflora Sweet Pea class.

Per Oz. 2.00

Per Lb. 20.00

PETUNIA GRANDIFLORA SINGLE "Pop Corn"

Identical with the popular Snowstorm, but having an exceedingly dwarf and compact habit. Large pure white plain edged flowers. Early flowering and ideal for pot work or bedding.

Price per 1/16 Oz. 5.00

1 Oz. 50.00

MARIGOLDS FRENCH DWARF DOUBLE "Color Magic"

Attractive blend of yellow and orange flowers, having petals irregularly marked with dark red. Plants are bushy and compact, similar to Spry. Fully double 1 1/2 inch flowers.

Per Oz. 1.00

Per Lb. 8.00

"Lemon Drop"
Early canary yellow compact 9 inch plants bloom profusely. Excellent bedding variety.

Per Oz. 1.50

Per Lb. 15.00

"Rusty Red"
Medium dwarf plants carry large 2 inch fully double flowers. Color is an attractive rusty red. Flowers are frilled. An improvement on Robert Beist.

Per Oz. 1.00

Per Lb. 10.00

ASTER BURPEANA EXTRA EARLY

This new strain is a complete mixture of all colors. Flowers are shaped similar to the American Beauty type, fully double and will attain a size of 4 inches. Plants are 20 inches tall and very uniform in growth, with a closely compact, upright habit. Aster Burpeana is perhaps the earliest Aster strain in cultivation, flowering about two weeks ahead of Queen of the Market. Its large flowers and long stems make it attractive to both home gardeners and florists.

Per Oz. 7.00

Per Lb. 70.00

SWEET PEA EARLY FLOWERING "Gingham"

Maccdonald

It is a gorgeous flushed rose, changing to a rich salmon rose under artificial lighting. Colossal flowers measure over 2 1/2 inches. "Gingham" is the largest flowered Sweet Pea we have ever seen. Seven generations on our trial ground have proven it entirely fixed. Plants make fine strong growth, throwing long husky stems bearing four florets each. "Gingham" is an attractive combination of rose changing to white on the edges of standard and wings. Schmidt Litho Co. will have a new color packet available.

Per Oz. 1.50

Per Lb. 15.00